

ABSTRAK

Penelitian ini berjudul Analisis Strategi Manajemen Program Acara “Waktunya Kita Sahur” di P.T Televisi dan Transformasi Indonesia (Trans TV). Penelitian ini dilakukan pada Tim Kreatif program acara “Waktunya Kita Sahur” yang merupakan program unggulan di bulan Ramadhan. Teknik pengumpulan data dilakukan melalui wawancara dengan produser dan beberapa kreatif serta observasi terhadap pelaksanaan program acara “Waktunya Kita Sahur”. Tujuan penelitian ini adalah mengetahui dan meneliti strategi manajemen program acara “Waktunya Kita Sahur” dan mengkritisi tentang isi serta konten acara tersebut. Metode yang digunakan dalam penelitian ini adalah Deskriptif yaitu penelitian yang bersifat memberi gambaran atau uraian atas suatu keadaan se jelas mungkin tanpa ada perlakuan terhadap objek yang diteliti. Dari hasil penelitian dapat diketahui bahwa Strategi Manajemen Program Acara “Waktunya Kita Sahur” sudah memenuhi kriteria dari kerangka pemikiran menurut Morris. Kendala yang dihadapi oleh para tim kreatif program “Waktunya Kita Sahur” dari para artis serta bintang tamu yang sering datang terlambat menyebabkan rencana yang sudah disusun tidak sesuai dengan rencana awal. Program acara waktunya kita sahur sudah cukup baik dari segi hiburan, namun dalam pelaksanaannya perlu diperhatikan lagi konten serta hiburan yang akan diberikan harus dipastikan tidak menyinggung siapapun. Saran dari segi manajemen produksi hendaknya produser dan tim kreatif lebih inovatif dalam hal penyajian program acara, selebihnya sudah termasuk standar manajemen penyiaran yang baik.

ABSTRACT

Management Strategy Analysis on Television Show Program “Waktunya Kita Sahur” i’ve been working on my research analysis at Indonesia Television and Transformation Company (Trans TV). This research is mainly focused on the creative team based on the television show program “Waktunya Kita Sahur” which is the main program during the ramadhan season. Gathering information and data is done by interviewing the producer and some of the creative team member. Furthermore, observation on the running process the program is also worked on. The main purpose is this research is to understand and analyze the management strategy of the show program and to give several criticism about the content. For this reason, the method used in this research is descriptive research focusing on giving picture or clear explanation or detail of a certain condition without any effects given to the analyzed objects. Therefore, from the result of this research can be found that the management strategy of the show program “Waktunya Kita Sahur” can be qualified to the criteria of Morrisson’s point of view. Some of the problems or obstacles that need to be faced by the creative “Waktunya Kita Sahur” program mostly comes from the host or guest star, who often arrived on the location late. Consequently, the program which has been arranged cannot work according to plan. On the other hand, looking at the entertainment’s side, this show can be scored as adequate. Even so, this programs needs to put more work on the contents and reassured that the entertainment which is served to public doesn’t offend anyone mainly public figure. In addition, some advice to the management production side, the producer and creative show program team could be more innovative on presenting the show program in the future. To conclude or in summary, looking at whole package of the show program, it already has a good broadcasting management standard.